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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/773,809	02/05/2001	Se June Hong	Y0R9-2000-0776US1	2265
30743	7590	03/31/2005		
WHITHAM, CURTIS & CHRISTOFFERSON, P.C.			EXAMINER	
11491 SUNSET HILLS ROAD			JANVIER, JEAN D	
SUITE 340				
RESTON, VA 20190			ART UNIT	PAPER NUMBER
			3622	

DATE MAILED: 03/31/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

Advisory Action Before the Filing of an Appeal Brief		Application No. 09/773,809	Applicant(s) HONG ET AL.	
		Examiner Jean D Janvier	Art Unit 3622	
<i>-The MAILING DATE of this communication appears on the cover sheet with the correspondence address -</i>				
THE REPLY FILED 04 March 2005 FAILS TO PLACE THIS APPLICATION IN CONDITION FOR ALLOWANCE.				
<p>1. <input type="checkbox"/> The reply was filed after a final rejection, but prior to filing a Notice of Appeal. To avoid abandonment of this application, applicant must timely file one of the following replies: (1) an amendment, affidavit, or other evidence, which places the application in condition for allowance; (2) a Notice of Appeal (with appeal fee) in compliance with 37 CFR 41.31; or (3) a Request for Continued Examination (RCE) in compliance with 37 CFR 1.114. The reply must be filed within one of the following time periods:</p> <p>a) <input type="checkbox"/> The period for reply expires _____ months from the mailing date of the final rejection.</p> <p>b) <input checked="" type="checkbox"/> The period for reply expires on: (1) the mailing date of this Advisory Action, or (2) the date set forth in the final rejection, whichever is later. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of the final rejection.</p> <p>Examiner Note: If box 1 is checked, check either box (a) or (b). ONLY CHECK BOX (b) WHEN THE FIRST REPLY WAS FILED WITHIN TWO MONTHS OF THE FINAL REJECTION. See MPEP 706.07(f).</p> <p>Extensions of time may be obtained under 37 CFR 1.136(a). The date on which the petition under 37 CFR 1.136(a) and the appropriate extension fee have been filed is the date for purposes of determining the period of extension and the corresponding amount of the fee. The appropriate extension fee under 37 CFR 1.17(a) is calculated from: (1) the expiration date of the shortened statutory period for reply originally set in the final Office action; or (2) as set forth in (b) above, if checked. Any reply received by the Office later than three months after the mailing date of the final rejection, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).</p>				
NOTE OF APPEAL				
<p>2. <input type="checkbox"/> The reply was filed after the date of filing a Notice of Appeal, but prior to the date of filing an appeal brief. The Notice of Appeal was filed on _____. A brief in compliance with 37 CFR 41.37 must be filed within two months of the date of filing the Notice of Appeal (37 CFR 41.37(e)), or any extension thereof (37 CFR 41.37(e)), to avoid dismissal of the appeal. Since a Notice of Appeal has been filed, any reply must be filed within the time period set forth in 37 CFR 41.37(a).</p>				
AMENDMENTS				
<p>3. <input type="checkbox"/> The proposed amendment(s) filed after a final rejection, but prior to the date of filing a brief, will <u>not</u> be entered because</p> <p>(a) <input type="checkbox"/> They raise new issues that would require further consideration and/or search (see NOTE below);</p> <p>(b) <input type="checkbox"/> They raise the issue of new matter (see NOTE below);</p> <p>(c) <input type="checkbox"/> They are not deemed to place the application in better form for appeal by materially reducing or simplifying the issues for appeal; and/or</p> <p>(d) <input type="checkbox"/> They present additional claims without canceling a corresponding number of finally rejected claims.</p> <p>NOTE: _____. (See 37 CFR 1.116 and 41.33(a)).</p>				
<p>4. <input type="checkbox"/> The amendments are not in compliance with 37 CFR 1.121. See attached Notice of Non-Compliant Amendment (PTOL-324).</p>				
<p>5. <input type="checkbox"/> Applicant's reply has overcome the following rejection(s): _____.</p>				
<p>6. <input type="checkbox"/> Newly proposed or amended claim(s) _____ would be allowable if submitted in a separate, timely filed amendment canceling the non-allowable claim(s).</p>				
<p>7. <input type="checkbox"/> For purposes of appeal, the proposed amendment(s): a) <input type="checkbox"/> will not be entered, or b) <input type="checkbox"/> will be entered and an explanation of how the new or amended claims would be rejected is provided below or appended.</p> <p>The status of the claim(s) is (will be) as follows:</p> <p>Claim(s) allowed: _____. Claim(s) objected to: _____. Claim(s) rejected: <u>1 and 9-14</u>. Claim(s) withdrawn from consideration: _____.</p>				
AFFIDAVIT OR OTHER EVIDENCE				
<p>8. <input type="checkbox"/> The affidavit or other evidence filed after a final action, but before or on the date of filing a Notice of Appeal will <u>not</u> be entered because applicant failed to provide a showing of good and sufficient reasons why the affidavit or other evidence is necessary and was not earlier presented. See 37 CFR 1.116(e).</p>				
<p>9. <input type="checkbox"/> The affidavit or other evidence filed after the date of filing a Notice of Appeal, but prior to the date of filing a brief, will <u>not</u> be entered because the affidavit or other evidence failed to overcome <u>all</u> rejections under appeal and/or appellant fails to provide a showing a good and sufficient reasons why it is necessary and was not earlier presented. See 37 CFR 41.33(d)(1).</p>				
<p>10. <input type="checkbox"/> The affidavit or other evidence is entered. An explanation of the status of the claims after entry is below or attached.</p>				
REQUEST FOR RECONSIDERATION/OTHER				
<p>11. <input type="checkbox"/> The request for reconsideration has been considered but does NOT place the application in condition for allowance because:</p> <p><u>See Continuation Sheet</u>.</p>				
<p>12. <input type="checkbox"/> Note the attached Information Disclosure Statement(s). (PTO/SB/08 or PTO-1449) Paper No(s). _____.</p>				
<p>13. <input type="checkbox"/> Other: _____.</p>				
<p>Jean D Janvier Examiner Art Unit: 3622</p>				
<p>U.S. Patent and Trademark Office PTO-303 (Rev. 9-04)</p>				
<p>Advisory Action Before the Filing of an Appeal Brief</p>				
<p>Part of Paper No. 1</p>				

Continuation of 11. does NOT place the application in condition for allowance because: First of all, the title of the invention is approved by the Examiner. Second of all, regarding the 101 rejection and as per the Applicant's response, it appears that the specification does not specifically make any reference to an "automated means". Although the specification does make reference to hardware, however, such hardware needs to be incorporated into the at least independent claim 9 in order to overcome the 101 rejection. Third of all, it appears that the argued claim limitation "estimating renewal buying separately from associative buying" is not specifically claimed and that the claimed invention, as it stands, is broad in nature. Upon examining the claims, a reasonable and broad interpretation was applied. Having said that, the Examiner believes that the prior art (Linden's Patent) does indeed address the claimed invention (See the last Office Action). Hence, the Applicant's arguments as herein presented are not plausible and the rejection is hereby being maintained.

JEAN D. JANVIER
PRIMARY EXAMINER
PRIMARY EXAMINER

